

1. OUR ORIGIN STORY – WHERE IT STARTED

Let's be honest: most [basics](#) aren't built to last. They shrink, fade, and fall apart. They're either too tight, too loose, or way too trendy to wear more than twice.

That's where the story of [A FRND OF MINE](#) begins with the frustration of not finding quality essentials that felt as effortless as they looked. We didn't want to reinvent fashion. We just wanted to create a new standard for everyday wear: oversized cuts, clean silhouettes, breathable fabrics, and zero distractions.

We looked around and saw that the UAE especially **Dubai** was filled with people who appreciate minimalism but didn't have many options locally that delivered **premium comfort and timelessness** in one place.

So we got to work.

Each product we design begins with a question: *"Would I actually want to wear this every day?"*

If the answer isn't a full yes, it doesn't go into production.

A FRND OF MINE isn't just a clothing label it's a philosophy:

- Slow fashion made for fast lives
- Design that doesn't try too hard
- Comfort without compromise

2. THE COLLECTION – FUNCTION MEETS SIMPLICITY

T-Shirts That Hold Their Shape (and Their Value)

Our signature oversized tees are made from **heavyweight cotton**, ranging from 240 to 275 GSM. These aren't thin, one-season throwaways. They're crafted to hold their structure, even after countless wears and washes. You'll feel the difference the moment you put one on substantial without being stiff, relaxed without feeling sloppy.

Whether you're layering it under a jacket in winter, or wearing it solo during a Dubai summer afternoon, it moves with you never against you.

Each color tells a different story:

- **Bone:** Clean, understated, minimal
- **Coal:** Sharp, confident, modern
- **Milk:** Soft, neutral, quiet luxury

- **Storm:** A grounded grey for balance

We didn't just pick colors randomly. Every shade was chosen to fit seamlessly into **any wardrobe**, regardless of gender, personal style, or season.

Hoodies That Don't Shout, But Speak Volumes

Let's talk about hoodies. We're proud of ours and we should be. They're built from **325 to 460 GSM cotton blends** that are brushed on the inside for insane softness. No loud prints. No branding that hijacks your outfit. Just smartly constructed pieces that speak for themselves.

Each hoodie is meant to serve as both a **layer and a statement**. Throw it on with cargo pants, gym shorts, or layered under a coat you'll feel warm, centered, and casually elevated.

These aren't fast-fashion hoodies. They're **investment pieces** that age like good denim.

Bottoms That Move With You

When we designed our **sweatpants**, we wanted them to feel like your favorite loungewear, but look like they belonged in a downtown cafe. Straight-leg cuts, generous weight, unisex proportions all made from **450 GSM organic French terry**.

You won't find unnecessary zips or wild seams. Just minimal detailing, discreet drawstrings, and tailored slouch. It's the perfect match for our tees or hoodies a head-to-toe look that feels finished without trying hard.

We also focus on **fit integrity**: whether you sit, stretch, run, or relax your pants won't lose shape or ride up.

3. LIVING IN DUBAI: STYLE, WEATHER & REALITY CHECKS

Designing clothes in and for **Dubai** comes with its own set of creative challenges and opportunities. The climate here is dynamic. **Summer months** are blistering, demanding fabrics that breathe. But step indoors or wait till evening, and you're suddenly freezing under full-blast AC.

Then there's winter which while mild by global standards brings cooler winds, nighttime chills, and the perfect excuse for layering.

So how do we design clothes that perform year-round in the UAE?

We use **natural fibers** that allow airflow, absorb sweat, and don't trap heat. We lean into **neutral tones** that reflect light instead of absorbing it. Our oversized fits offer comfort without suffocation a breathable experience that still looks refined.

Dubai isn't just hot it's **social**. We wanted pieces that could take you from brunch to mallhopping, from airport lounges to creative offices. That's why everything we make is built on this triangle of values: **Comfort + Clean Design + Cultural Neutrality**.

A Bone hoodie doesn't scream for attention, but it fits whether you're in Business Bay, Alserkal Avenue, or Ras Al Khor.

A Coal tee can be paired with jeans, shorts, a thobe, or joggers — no clash, no confusion.

We're rooted in the now but always looking to future-proof the fit.

4. HOW WE THINK ABOUT STYLE

Fashion can be intimidating. Trends come and go. But **style**? Style is permanent. And we believe everyone should be able to access it without rules, without excess.

That's why **A FRND OF MINE** doesn't tell you how to dress. We give you building blocks **a modular wardrobe** that can be dressed up, layered, styled down, or mixed with anything you already own.

We love seeing how our community wears their pieces:

- Some pair our oversized tees with wide-leg cargos and sneakers.
- Others rock our hoodies with flowing abayas and tote bags.
- Some wear our Coal joggers with Chelsea boots.
- And plenty of folks just throw on a tee with denim shorts and call it a day.

And that's exactly the point. These are **not gendered**. They're not season-specific. They're not chasing anything. They're just quietly solid and always ready.

5. FABRIC, FIT & FORM – WHY IT MATTERS

We're obsessed with fabric.

From **organic cotton** to **French terry** to heavyweight fleece, we don't compromise on material. You'll notice the density in our tees. The smoothness in the inside lining of our hoodies. The elasticity of our joggers that somehow still feels soft.

Why do we care so much?

Because fast fashion got lazy. Too many brands cut corners with thin, synthetic blends that don't breathe, don't last, and don't feel good. We took the opposite route. We **engineered comfort into every thread**.

The result is clothing that you'll keep reaching for not just because it looks good, but because it feels **natural on your skin**, holds shape after wash, and fits into your life without any drama.

6. SLOW FASHION. FAST DELIVERY.

We believe in **slow fashion** but that doesn't mean you have to wait forever.

A FRND OF MINE operates on limited drops to reduce waste and overproduction. But once a collection is ready, it's ready to ship, with fast logistics across Dubai and the UAE.

We offer returns, exchanges, and size support. We answer our DMs. We remember repeat customers. Because for us, it's about building **a brand with people**, not just sales.

7. JOIN THE COMMUNITY

We don't advertise much. Most of our growth has come from people sharing photos, stories, and real-life moments in our pieces.

We've seen people wear our hoodies on mountain trips to Jebel Jais.

We've spotted tees styled with kanduras at wedding after-parties.

We've heard from moms who bought the same joggers in two colors for their teenage sons.

We've shipped to musicians, teachers, freelancers, and artists all building something, all choosing basics that support the way they live.

That's what makes this worth it.

So when you wear **A FRND OF MINE**, you're not just wearing a brand.

You're aligning with a movement. A mindset. A slower, quieter, more thoughtful approach to everyday dressing.

8. WHAT'S NEXT?

We're working on expanding our range carefully. New fabrics. New cuts. A possible collaboration with local artists. We're also exploring accessories, climate-specific items, and kids' sizing.

But we won't rush. We'll never mass produce. Every drop is deliberate.

If you're reading this and wondering where to start just pick one piece. A tee. A hoodie. The joggers. You'll know instantly if it's right for you.

We're confident it will be.

Final Word

In a world of loud fashion and fleeting trends, we're here for something quieter but stronger. Comfort. Confidence. Clean design. That's the foundation of **A FRND OF MINE**.

So thank you for reading this far, Here's the complete **blog-style content** for **A FRND OF MINE**, structured across multiple sections for a sleek, reader-friendly PDF or webpage. It includes your origin, product breakdown, lifestyle fit (especially for Dubai/UAE), and tone consistent with a modern, minimalist fashion label.